In the Claims

1.   (Currently Amended) A process for transmission of a digital televised broadcast comprising <u>an</u> interactive ~~sequences~~ <u>application</u> which can be activated <u>by superposition on an</u> <u>animated image background on a digital terminal</u> at least in part by a television viewer<u>, said</u> <u>interactive application being made of elemental components comprising different image screens</u> <u>between which the viewer can navigate, the process</u> comprising:

<u>grouping said elemental components in different classes according to treatment the elemental</u> <u>components require by said digital terminal, the elemental components within each class requiring</u> <u>common treatment by said digital terminal;</u>

transmitting <u>said</u> elemental components <u>in a data structure that groups said elemental</u> <u>components in the different classes, said components being</u> materialized in the form of codes calling up native functions, comprising components of "INITIALIZATIONS" defining positioning in a data structure of other components, components of "DRAWS" corresponding to graphic representations materialized in the structure in the form of codes calling up native functions of a host language of a digital terminal, components of "PALETTES" corresponding to color palettes and components of "SCREENS" corresponding to screen <u>image</u> descriptions, <u>said screen image descriptions listing the</u> <u>components of "DRAWS" that compose a screen image to be displayed and associating a series of</u> <u>stimuli and actions to enable said navigation between screen images</u>; and

constructing an animated image by superposition of an animated image background corresponding to a principal broadcast and an image grouping together at least a part of elemental components by an execution program loaded in the digital terminal<u>, the image of grouped elemental</u> <u>components being created by interpreting the components of "INITIALIZATIONS" to determine the</u> <u>position in the data structure of the components of "DRAWS" belonging to the screen image to be</u> <u>displayed and displaying the components of "DRAWS" belonging to the screen image to be</u> <u>displayed</u>.

2.   (Cancelled)

3.   (Previously Presented) The process according to Claim 1, wherein the elemental components belong to predefined classes of graphic elements enabling definition of ~~an~~ <u>a</u> screen image and said elemental components are stored in memory according to their membership class.

4.   (Original) The process according to Claim 1, wherein the graphic representations are

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selected from the group consisting of text, geometric shapes, lines, points, color changes, fonts and line thickness.

5. (Original) The process according to Claim 3, wherein the elemental components are stored in memory sequentially in their class in order of their use in construction of the animated images.

6. (Original) The process according to Claim 3, wherein display of the elemental components is implemented according to membership classes and according to preselected criteria for each class.

7. (Original) The process according to Claim 5, wherein display of the elemental components is implemented according to membership classes and according to preselected criteria for each class.

8. (Original) The process according to Claim 3, wherein the elemental components are displayed by a specific interface in a digital decoder.

9. (Withdrawn) A device for implementation of interactive advertisement sequences comprising:

   means for displaying original animated images;

   means for displaying a created advertisement sequence; and

   an advertisement screen creation interface in which elemental advertisement components are graphically materialized to enable installation of graphic elements to be displayed.

10. (Withdrawn) A digital decoder for composite video signals comprising:

   means for separating a video signal from elemental advertisement components;

means for storing in memory said elemental components; and

   means for calculating an image resulting from the combination of said elemental components.

11. (Currently Amended) The process according to Claim [[2]] 1, wherein at least one or more different stimuli selected from the group consisting of:

   pressure on any key of a remote control or front panel,

   events linked to a clock,

   events linked to the end of a connection of the modem,

   beginning of a data capture and end of a data capture; and

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top beginning of synchronization

are assigned to the "SCREENS."

12.   (Currently Amended) The process according to Claim 11, wherein the stimuli can trigger at least one action selected from the group consisting of:

visualization of any autonomous interactive application;

visualization of any channel;

connection of the modem;

changing of the screen image; and

quitting the application.

13.   (Currently Amended) A process for transmission of a digital televised broadcast comprising an interactive sequences application made of elemental components comprising different image screens between which a television viewer can navigate, the application being which can be activated by superposition on an animated image background on a digital terminal at least in part by a television the viewer with a device comprising means for displaying original animated images, means for displaying a created advertisement sequence, and an advertisement screen creation interface in which the elemental advertisement components are graphically materialized to enable installation of graphic elements to be displayed, the process comprising:

grouping said elemental components in different classes according to treatment the elemental components require by said digital terminal, the elemental components within each class requiring common treatment by said digital terminal;

transmitting said elemental components in a data structure that groups said elemental components in the different classes, said components being materialized in the form of codes calling up native functions, comprising components of "INITIALIZATIONS" defining positioning in a data structure of other components, components of "DRAWS" corresponding to graphic representations materialized in the structure in the form of codes calling up native functions of a host language of a digital terminal, components of "PALETTES" corresponding to color palettes and components of "SCREENS" corresponding to screen image descriptions, said screen image descriptions listing the components of "DRAWS" that compose a screen image to be displayed and associating a series of stimuli and actions to enable said navigation between screen images; and

constructing an animated image by superposition of an animated image background

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corresponding to a principal broadcast and an image grouping together at least a part of elemental components by an execution program loaded in the digital terminal, the image of grouped elemental components being created by interpreting the components of "INITIALIZATIONS" to determine the position in the data structure of the components of "DRAWS" belonging to the screen image to be displayed and displaying the "DRAWS" belonging to the screen image to be displayed.

14. (Currently Amended) The process according to Claim 1, wherein the "SCREENS" are interactive screens having stimuli and actions assigned thereto;

the transmitting step comprises transmitting a plurality of the interactive screen; and

the process further comprises the step of navigating among the plurality of interactive screens.

15. (Currently Amended) The process according to Claim [[2]] 1, wherein at least one of the stimuli is a top beginning of synchronization.

16. (Currently Amended) A process for displaying an interactive digital broadcast that can be activated by superposition on an animated image background, said interactive broadcast being made of elemental components comprising different image screens between which the viewer can navigate, the process comprising:

a) grouping said elemental components in different classes according to treatment the elemental components require by said digital terminal, the elemental components within each class requiring common treatment by said digital terminal;

b) [[a)]] transmitting a data structure comprising the grouped elemental components to a digital decoder, the elemental components comprising,

"DRAWS" corresponding to graphic representations in the form of codes calling up native functions of the host language of a digital terminal,

"PALETTES" corresponding to color palettes,

"SCREENS", at least one of the "SCREENS" comprising a listing of the components of "DRAWS" that compose a screen image to be displayed and having a plurality of stimuli and actions assigned thereto, and

"INITIALIZATIONS" defining positions of the "DRAWS", "PALETTES" and "SCREENS" in the data structure;

c) [[b)]] receiving the elemental components at the digital decoder;

d) [[c)]] interpreting the components of "INITIALIZATIONS" to determine the position of elemental components in the data structure;

e) referencing the positions of the "SCREENS", "PALETTES", and "DRAWS" identified in the "INITIALIZATIONS";

f) [[d)]] displaying a first image screen by reading and displaying the components of "DRAWS" comprising the first ~~"SCREEN"~~ screen image to be displayed, and referencing the stimuli associated with the first "SCREEN";

g) [[e)]] when one of the stimuli associated with the first "SCREEN" is detected, executing an action associated with the stimulus, wherein the possible actions to be executed include navigating to a second or subsequent image screen; and

h) [[f)]] navigating through a plurality of image screens using steps [[a-e]] d-f for a second and subsequent "SCREENS".

17.   (New) A process for displaying an interactive digital broadcast comprising:

a) transmitting a data structure having elemental components to be stored in memory and used when needed to construct an animated image, the elemental components being categorized into classes comprising INITIALIZATIONS, DRAWS, PALETTES and SCREENS,

the DRAWS corresponding to graphic representations in the form of codes calling up native functions of the host language of a digital terminal,

the PALETTES corresponding to color palettes,

at least one of the SCREENS comprising a listing of the components of DRAWS that compose a screen image to be displayed and having a plurality of stimuli and actions assigned thereto, and

the INITIALIZATIONS defining positions of the DRAWS, PALETTES and SCREENS in the data structure;

b)   receiving the elemental components at a digital decoder;

c)   storing in memory the elemental components, including a plurality of DRAWS, each of the plurality of stored DRAWS being able to be called by one or more of a first or subsequently called SCREEN;

d)   constructing an animated image by

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i) interpreting the components of INITIALIZATIONS,

ii) determining the positions of the SCREENS, PALETTES, and DRAWS within the data structure based on the interpretation of the INITIALIZATIONS,

iii) identifying the DRAWS comprising the first screen image to be displayed,

iv) reading the DRAWS comprising the first screen image to be displayed, whose positions in the data structure were determined in step ii),

v) displaying the DRAWS comprising the first screen image to be displayed,

vi) referencing the stimuli associated with the first screen image to be displayed,

vii) when one of the stimuli associated with the first screen image to be displayed is detected, executing an action associated with the stimulus, wherein the possible actions to be executed include navigating to a second or subsequent image screen; and

e) navigating through a plurality of image screens using steps d)iii) through d)viii) with a second or subsequent screen image to be displayed.

18.   (New) The process of Claim 1 further comprising the step of constructing a second animated image of another image screen of said application when a stimulus and corresponding action of the previous image screen is detected by said digital terminal to enable the navigation from the previous image screen to the another image screen.